



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

Waterfront Strategies
Attention: Accounts Payable
1010 Wisconsin Avenue, Suite 800
Washington, DC 20007

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
933691-1	09/23/12	September 2012	08/27/12 - 09/17/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Meredith Thompson	Eagle-Washingt	National

Advertiser	Product	Estimate Number
House Majority PAC/SEIU	HOUSE MAJORITY PAC	1750

Flight Dates	Order #	Alt Order #
09/11/12 - 09/17/12	933691	07890832

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	79	86

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	09/12/12	09/14/12	KCRA-TV News at 5am	5:00am-5:57am	--WTF--	:30	2	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	--WTF--	2	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KCRA	Th	09/13/12	5:21 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	SEIU12CA07T01H	\$1,200.00 NM
1	KCRA	F	09/14/12	5:28 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	SEIU12CA07T01H	\$1,200.00 NM
3	09/12/12	09/14/12	KCRA-TV News at 6am	5:58am-7:00am	--WTF--	:30	3	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	--WTF--	3	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	09/12/12	6:12 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	SEIU12CA07T01H	\$1,500.00 NM
2	KCRA	Th	09/13/12	6:53 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	HMP12CA07T01H	\$1,500.00 NM
3	KCRA	F	09/14/12	6:27 AM	KCRA-TV News at 6am	5:58am-7:00am	:30	HMP12CA07T01H	\$1,500.00 NM
4	09/12/12	09/14/12	NBC Today Show	7:00am-9:00am	--WTF--	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	--WTF--	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	09/12/12	8:44 AM	NBC Today Show	7:00am-9:00am	:30	HMP12CA07T01H	\$1,500.00 NM
2	KCRA	F	09/14/12	8:43 AM	NBC Today Show	7:00am-9:00am	:30	SEIU12CA07T01H	\$1,500.00 NM
5	09/12/12	09/14/12	KCRA-TV News at Noon	11:58am-1:00pm	--WTF--	:30	3	\$1,200.00	NM
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	09/10/12	09/16/12	--WTF--	3	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	KCRA	W	09/12/12	12:46 PM	KCRA-TV News at Noon	11:58am-1:00pm	:30	SEIU12CA07T01H	\$1,200.00 NM
1	KCRA	Th	09/13/12	12:39 PM	KCRA-TV News at Noon	11:58am-1:00pm	:30	SEIU12CA07T01H	\$1,200.00 NM
3	KCRA	F	09/14/12	12:43 PM	KCRA-TV News at Noon	11:58am-1:00pm	:30	HMP12CA07T01H	\$1,200.00 NM
6	09/12/12	09/14/12	M-F 4-5p	4-5p	--WTF--	:30	3	\$1,200.00	NM
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Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	--WTF--	3	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	09/12/12	4:44 PM	M-F 4-5p	4-5p	:30	HMP12CA07T01H	\$1,200.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



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KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

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	09/10/12	09/16/12	--WTF--	1	\$2,500.00																																																											
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																						
2	KCRA	Th	09/13/12	11:22 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	HMP12CA07T01H	\$2,500.00	NM																																																						
14	09/12/12	09/14/12	NBC Tonight Show Class of Time - Pre-emptible with notice	11:36pm-12:35am	--WTF--	:30	3	\$1,200.00	NM																																																							

MTWTFSS

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Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
933691-1	09/23/12	September 2012	08/27/12 - 09/17/12
Advertiser	Product	Estimate Number	
House Majority PAC/SEIU	HOUSE MAJORITY PAC	1750	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	09/12/12	09/14/12	NBC Tonight Show	11:36pm-12:35am	--WTF--	:30	3	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>					<u>Spots/Week</u>	<u>Rate</u>	
	09/10/12	09/16/12			--WTF--		3	\$1,200.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	09/12/12	12:09 AM	NBC Tonight Show	11:36pm-12:35am	:30	HMP12CA07T01H	\$1,200.00 NM
2	KCRA	Th	09/13/12	12:31 AM	NBC Tonight Show	11:36pm-12:35am	:30	SEIU12CA07T01H	\$1,200.00 NM
3	KCRA	F	09/14/12	12:11 AM	NBC Tonight Show	11:36pm-12:35am	:30	HMP12CA07T01H	\$1,200.00 NM
16	09/17/12	09/17/12	KCRA-TV News at 5am	5:00am-5:57am	M-----	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/17/12	09/23/12			M-----		1	\$1,200.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	09/17/12	5:42 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	HMP12CA07T01H	\$1,200.00 NM
17	09/17/12	09/17/12	KCRA-TV News at Noon	11:58am-1:00pm	M-----	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/17/12	09/23/12			M-----		1	\$1,200.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	09/17/12	12:24 PM	KCRA-TV News at Noon	11:58am-1:00pm	:30	SEIU12CA07T01H	\$1,200.00 NM
18	09/17/12	09/17/12	M-F 4-5p	4-5p	M-----	:30	2	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/17/12	09/23/12			M-----		2	\$1,200.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	09/17/12	4:14 PM	M-F 4-5p	4-5p	:30	HMP12CA07T01H	\$1,200.00 NM
2	KCRA	M	09/17/12	4:40 PM	M-F 4-5p	4-5p	:30	SEIU12CA07T01H	\$1,200.00 NM
19	09/17/12	09/17/12	KCRA-TV News at 5pm	4:58pm-5:30pm	M-----	:30	1	\$3,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/17/12	09/23/12			M-----		1	\$3,500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	09/17/12	5:29 PM	KCRA-TV News at 5pm	4:58pm-5:30pm	:30	HMP12CA07T01H	\$3,500.00 NM
20	09/17/12	09/17/12	KCRA-TV News at 6pm	6:00pm-7pm	M-----	:30	1	\$3,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/17/12	09/23/12			M-----		1	\$3,000.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	09/17/12	6:42 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	SEIU12CA07T01H	\$3,000.00 NM
21	09/17/12	09/17/12	KCRA-TV News at 11pm	11:00pm-11:35pm	M-----	:30	1	\$2,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/17/12	09/23/12			M-----		1	\$2,500.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	09/17/12	11:34 PM	KCRA-TV News at 11pm	11:00pm-11:35pm	:30	HMP12CA07T01H	\$2,500.00 NM
22	09/17/12	09/17/12	NBC Tonight Show	11:36pm-12:35am	M-----	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	09/17/12	09/23/12			M-----		1	\$1,200.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	M	09/17/12	12:10 AM	NBC Tonight Show	11:36pm-12:35am	:30	SEIU12CA07T01H	\$1,200.00 NM
23	09/11/12	09/14/12	KCRA-TV News at 5am	5:00am-5:57am	--WTF--	:30	2	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser	Product	Estimate Number	
House Majority PAC/SEIU	HOUSE MAJORITY PAC	1750	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	09/11/12	09/14/12	KCRA-TV News at 5am	5:00am-5:57am	--WTF--	:30	2	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	--WTF--	2	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	W	09/12/12	5:07 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	HMP12CA07T01H	\$1,200.00 NM
2	KCRA	F	09/14/12	5:07 AM	KCRA-TV News at 5am	5:00am-5:57am	:30	HMP12CA07T01H	\$1,200.00 NM
24	09/15/12	09/15/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	-----S-	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Sa	09/15/12	7:28 AM	KCRA-TV News at 7a	7:00am-9:00am	:30	SEIU12CA07T01H	\$1,200.00 NM
25	09/16/12	09/16/12	KCRA-TV News at 7am	News at 7:00am	-----S	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/10/12	09/16/12	-----S	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	KCRA	Su	09/16/12	7:50 AM	KCRA-TV News at 7am	News at 7:00am	:30	SEIU12CA07T01H	\$1,200.00 NM
Total Spots							38		

Payment Terms 30 Days

<u>Gross Total</u>	\$65,900.00
<u>Agency Commission</u>	\$9,885.00
<u>Net Amount Due</u>	\$56,015.00